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Listing of Claims (including status and amendments):

1 1. (Currently amended) In a computing environment, a system for providing a reward to a
2 user of the Internet for desired web site visiting behavior, said system comprising:

3 means located at a first server for loading a first web document over the Internet to a
4 user's computer, said first web document having a hyperlink to a different server for a second
5 web document;

6 means for monitoring at the first server whether said user selects said hyperlink to
7 navigate[[s]] to said second web document;

8 means at said first server responsive to a detection for monitoring whether said user
9 returns to said first document; and

10 means at said first server for providing a reward to said user in response to the user
11 returning to the first web document from the second web document.

1 2.(Original) The system of Claim 1, further comprising:

2 means for starting a timer in response to the user selecting the hyperlink in the first web
3 document;

4 means for stopping the timer when the user returns to the first web document and
5 determining a timer value; and

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6 means for comparing the timer value to a first and a second threshold value, wherein the
7 reward is provided to the user only if the timer value is greater than the first threshold value and
8 smaller than the second threshold value.

1 3. (Original) The system of Claim 1, wherein the user accesses the first and second web
2 documents on the user's computer which is a client computer, said system further comprising:

3 means for storing a client computer system time in response to the user selectings the
4 hyperlink; and

5 means for calculating a time value for time spent at the second web document by
6 comparing a current client computer system time to the stored client computer system time when
7 the user returns to the first web document, wherein the reward is provided to the user only if the
8 time value is greater than a first threshold value and smaller than a second threshold value.

1 4. (Original) The system of Claim 3, wherein said means for providing the reward to the user
2 further comprising means for providing positively priced information to the client computer.

1 5. (Original) The system of Claim 3, wherein the first web document is associated with a server
2 computer and said means for providing the reward further comprises:

3 means for storing unique user identification data on the client computer;

4 means for storing user information required to reward the user on the server computer,
5 the user information being retrievable based on the unique user identification data; and

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6 means for providing the unique user identification data to the server computer in response
7 to the user returning to the first web document for retrieval of the user information to effect the
8 reward.

1 6. (Original) The system of Claim 1, further comprising means for loading program data to the
2 user's computer concurrently with the loading of the first web document, the program data being
3 executable for monitoring the user selecting the hyperlink and returning to the first document and
4 for requesting the reward when the user returns to the first web document.

1 7. (Original) The system of Claim 2, wherein said first threshold value is a time period
2 necessary for a human user to perceive information provided by the second web document.

1 8. (Original) The system according to Claim 1, wherein said reward comprises one or more
2 elements from the set of:

3 further information;

4 a music file;

5 a video file;

6 a software product;

7 access to an electronic service;

8 bonus points usable within an e-commerce business; and

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9 a cash payment.

1 9. (Original) The system according to Claim 1, further comprising:

2 means for administrating statistical information after said user returns to said first web
3 document to measure attractiveness of said second web document due to its accessibility through
4 said hyperlink from said first web document.

1 10. (Currently amended) Computer readable code, loaded in memory for execution on a
2 computer, for providing a reward to a user of the Internet for desired web site visiting behavior,
3 said code comprising:

4 first subprocesses for loading a first web document from a first server over the internet to
5 a user's computer, said first web document having a hyperlink to a second web document located
6 at a second server connected by the internet to the user's computer and the first server;

7 second subprocesses for monitoring whether said user selects the hyperlink to
8 navigate[[s]] to said second web document;

9 third subprocesses for monitoring whether said user returns to receive said first document
10 from said first server; and

11 fourth subprocesses for providing a reward to said user over the internet from the first
12 server in response to the user returning to the first web document from the second web document.

1 11. (Original) Computer readable code according to Claim 10, further comprising:

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2 fifth subprocesses for starting a timer in response to the user selecting the hyperlink in the
3 first web document;

4 sixth subprocesses for stopping the timer when the user returns to the first web document
5 and determining a timer value; and

6 seventh subprocesses for comparing the timer value to a first and a second threshold
7 value, wherein the reward is provided to the user only if the timer value is greater than the first
8 threshold value and smaller than the second threshold value.

1 12. (Original) Computer readable code according to Claim 10, wherein the user accesses the first
2 and second web documents on the user's computer which is a client computer, said code further
3 comprising:

4 eighth subprocesses for storing a client computer system time in response to the user
5 selecting the hyperlink; and

6 ninth subprocesses for calculating a time value for time spent at the second web
7 document by comparing a current client computer system time to the stored client computer
8 system time when the user returns to the first web document, wherein the reward is provided to
9 the user only if the time value is greater than a first threshold value and smaller than a second
10 threshold value.

1 13. (Original) Computer readable code according to Claim 12, wherein said fourth subprocesses
2 further comprises providing positively priced information to the client computer.

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1 14. (Original) Computer readable code according to Claim 12, wherein the first web document is
2 associated with a server computer and said fourth subprocesses further comprises:

3 tenth subprocesses for storing unique user identification data on the client computer;

4 eleventh subprocesses for storing user information required to reward the user on the
5 server computer, the user information being retrievable based on the unique user identification
6 data; and

7 twelfth subprocesses for providing the unique user identification data to the server
8 computer in response to the user returning to the first web document for retrieval of the user
9 information to effect the reward.

1 15. (Original) Computer readable code according to Claim 10, further comprising thirteenth
2 subprocesses for loading program data to the user's computer concurrently with the loading of
3 the first web document, the program data being executable for monitoring the user selecting the
4 hyperlink and returning to the first document and for requesting the reward when the user returns
5 to the first web document.

1 16. (Original) Computer readable code according to Claim 11, wherein said first threshold value
2 is a time period necessary for a human user to perceive information provided by the second web
3 document.

1 17. (Original) Computer readable code according to Claim 16, wherein said reward comprises
2 one or more elements from the set of:

3 further information;

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4 a music file;
5 a video file;
6 a software product;
7 access to an electronic service;
8 bonus points usable within an e-commerce business; and
9 a cash payment.

1 18. (Original) Computer readable code according to Claim 10, further comprising:

2 fourteenth subprocesses for administrating statistical information after said user returns to
3 said first web document to measure attractiveness of said second web document due to its
4 accessibility through said hyperlink from said first web document.

1 19. (Currently amended) A computerized method to provide a reward to a user interacting
2 with a computer network, said method comprising the steps of:

3 loading a first document from a first server over the internet onto a network access device
4 of the user in response to a user request to download the first document received at the first
5 server over the computer network, the first document having a hyperlink to a second document
6 on a second server connected to the computer network;

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7 determining whether said user selects the hyperlink and navigates to receive said second
8 document over the computer network from the second server;

9 determining whether said user returns to said first document; and

10 providing a reward to said user after said user returns to said first document.

1 20.(Original) The computerized method of Claim 19, further comprising the steps of:

2 if it is determined that the user has returned to the first document, determining an amount
3 of time for the user spent by the user before returning to the first document; and

4 comparing the amount of time to a first threshold value and a second threshold value; and

5 providing the reward only if the amount of time is greater than the first threshold value
6 and smaller than the second threshold value.

1 21. (Original) The computerized method of Claim 19, wherein the user accesses at least one
2 server computer associated with the computer network using the network access device, said
3 method further comprising the steps of:

4 storing unique user identification data on the network access device;

5 storing user information required to reward the user by said first server computer, the user
6 information being retrievable based on the unique user identification data; and

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7 providing the unique user identification data to the server computer in response to the
8 user returning to the first document for retrieval of the user information to effect the reward.

1 22. (Original) The computerized method according to Claim 20, wherein said first threshold is a
2 time period necessary for a human user to perceive information provided by the second
3 document.

1 23. (Original) The computerized method according to anyone of Claim 19, wherein said reward
2 comprises one or more elements from the set of:

3 further information;

4 a music file;

5 a video file;

6 a software product;

7 access to an electronic service;

8 bonus points usable within an e-commerce business; and

9 a cash payment.

1 24. (Original) The computerized method according to Claim 19, further comprising the step of:

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2 administrating statistical information after said user returns to said first document to
3 measure attractiveness of said second document due to its accessibility through said hyperlink
4 from said first document.